

## 2. Strategy



### Programme overview

Strategy plays a key role in setting your council's direction, building your council's culture, helping transmit that culture through the whole organisation, and defining priorities for community outcomes.

Equip's Council Strategy Workshop will deliver powerful results in your improvement journey, with a special focus on the delivery of customer outcomes. This workshop will help you, at the governance level, to focus and prioritise around the outputs you seek to develop, and then set tangible goals to help drive your culture to success throughout your term in office.

The journey of strategic planning starts with setting values. In an interactive session, we facilitate the construction of the values that you'd like to see around the council table. Following this, we will help you determine how your aspirations can translate into council gains. We will support you to define and strengthen your relationship with your council and your community. Equip will then work with you to turn this vision into an empowering statement of belief that builds buy-in through your council and outwards to your community.

Finally, Equip will enable you to build towards creating an inclusive community vision so your constituents understand where your council is going, the journey that you're on, and in turn, raise your value to the community through a succinct and articulate document that summarises your council's term – something your community can believe in.

### Purpose

To support councils to work together to apply strategic thinking to good governance practice.

### Learning outcomes

After this workshop, you will be able to:

- › describe the characteristics of good governance and strategic decision-making;
- › describe your and your council's values, and their importance in the strategic decision-making process;
- › recognise and describe the characteristics of strategic thinking and the steps involved in strategy creation; and
- › apply strategic thinking to good governance.

This is delivered as a full day workshop. For a customised in-house workshop solution please contact us for a quote at [equip.pd@lgnz.co.nz](mailto:equip.pd@lgnz.co.nz)